

Communication 302
Persuasion
Spring 2008

Ken Sereno
ASC 202-C
(213) 740-3952 (work)
sereno@usc.edu

Office Hours:

Tuesdays: 3:30-5:00
Wednesdays: 10:00-11:30; 2:00-4:00
Thursdays: 10:00-10:45; 3:30-5:00

I'd like to meet and get to know each of you. I'd like to know if you have any worries or concerns about the class, what your career goals are, and how you're doing generally in school. If you can't make my office hours, see me before or after class, or call or e-mail me, and we can arrange some other time.

Teaching Assistant

Heather Hether
(818) 559-3492
hether@usc.edu
ASC G 42

Texts:

Cialdini, R.B. (2001) **Influence: science and practice**. New York: Harper and Collins.

Gass, R.H. and Seiter, J.S. (2007) **Persuasion, social influence, and compliance gaining**. Boston: Allyn and Bacon.

Course Description:

This course focuses on the social scientific literature on persuasion. It looks at theories, variables, and research studies that explain persuasion processes and effects.

Course Objectives:

1. To have you gain an understanding of major theories, variables, and findings in the persuasion literature.
2. To have you gain experience in conducting empirical persuasion research.
3. To have you consider ways in which you can apply the knowledge you're gaining to real-life situations.

Grading:

Examination 1	100 points
Examination 2	100 points
Examination 3	100 points
Final Examination	100 points
Team Project	300 points

Examinations:

Each examination will consist of the following parts:

True-False/Multiple Choice	40-50 points (20-25 questions)
Short Answer	30-36 points (5-6 questions)
Essay	20 points (1 question)

Final Examination:

The Final Examination will **not** be cumulative.

Academic Integrity Policy:

The Annenberg School for Communication is committed to upholding the University's academic integrity code as detailed in the SCampus guide. It is the policy of the School of Communication to report all violations of the code to the Office of Student Conduct. Any serious violation or pattern of violations of the academic integrity code will result in the student's expulsion from the Communication major or minor.

Attendance and Participation

I will take attendance. It is your responsibility to sign the attendance sheet. I start class on time. I expect you to be in class **before** class begins. I do not appreciate your coming late and disrupting the class once I've begun; this tendency will be noted. These behaviors reflect your attitudes about the importance of the class and the respect you feel for the instructor. If you are absent because of an illness or other justifiable reason for an examination, you must provide an **official excuse to Bo Jung** for you to take the make-up exam without a penalty (10 points for each school day after the scheduled exam). If you know in advance that you will have to miss an examination, let Nathalie know ahead of time so that a time for the make-up exam can be arranged.

I expect you to be prepared to answer substantive questions about content covered in the assigned readings. I particularly expect you to be able to describe the research studies that are discussed in the texts. I will call upon you to answer questions and the quality of your participation will be recorded.

Your attendance and classroom participation will make a difference if your final grade is at the borderline between two grades. If both your attendance is excellent and your participation is superior I will likely raise your grade. If you have three or more unexcused absences I will not raise your grade even if your

participation is superior. If your attendance and participation is below average I may lower your grade.

I will give surprise quizzes. Your performance on quizzes will give me additional information about your preparation for each class, which will help me in determining if I should raise your course grade should your final grade average be at the borderline between two grades.

Class Schedule

Jan.	15		Orientation
	17		Form Research Teams Research Project
	22		Research Project
	24	Ch. 1	Weapons of Influence Group Roles and Rules Assignment Due
	29	Ch. 2	Reciprocation
	31	Ch. 3	Consistency & Commitment Tentative Research Question Assignment Due
Feb.	5	Ch. 4	Social Proof
	7		Examination 1 (Chapters 1, 2, 3, & 4)
	12	Ch. 5	Liking
	14	Ch. 6	Authority Annotated Bibliography Assignment Due

	19 21	Ch. 7 Ch. 8	Scarcity Instant Influence Summary of State of Knowledge Assignment Due
	26 28	Ch. 1	Examination 2 (Chapters 5, 6, 7, & 8) Why Study Persuasion? Revised Question & Hypotheses Assignment Due
Mar.	4 6	Ch. 2 Ch. 3	What Constitutes Persuasion? Attitudes & Consistency Methodology Assignment Due
	11 13	Ch. 4	Credibility Examination 3 (Chapters 1, 2, 3, & 4)
	18 20		Spring Recess Spring Recess
	25 27	Ch. 5	Communicator Characteristics & Persuadability Continued
Apr.	1 3		SPSS SPSS
Apr.	8 10	Ch. 9 Ch. 13	Structuring & Ordering of Messages Motivational Appeals
	15 17	Ch. 15	Esoteric Forms of Persuasion Oral Reports

	22	Oral Reports
	24	Oral Reports
May	29	Oral Reports
	1	Oral Reports
		Final Paper Due
	8	Final Examination (2:00-4:00) (Chpts. 5, 9, 13 & 15)

NOTE: The schedule may have to be changed.